

## Indian Society of Management Accountants

*CMAs are helping India to achieve sustainable inclusive growth*

### Press Release / Dated 23rd May 2020 / ISMA

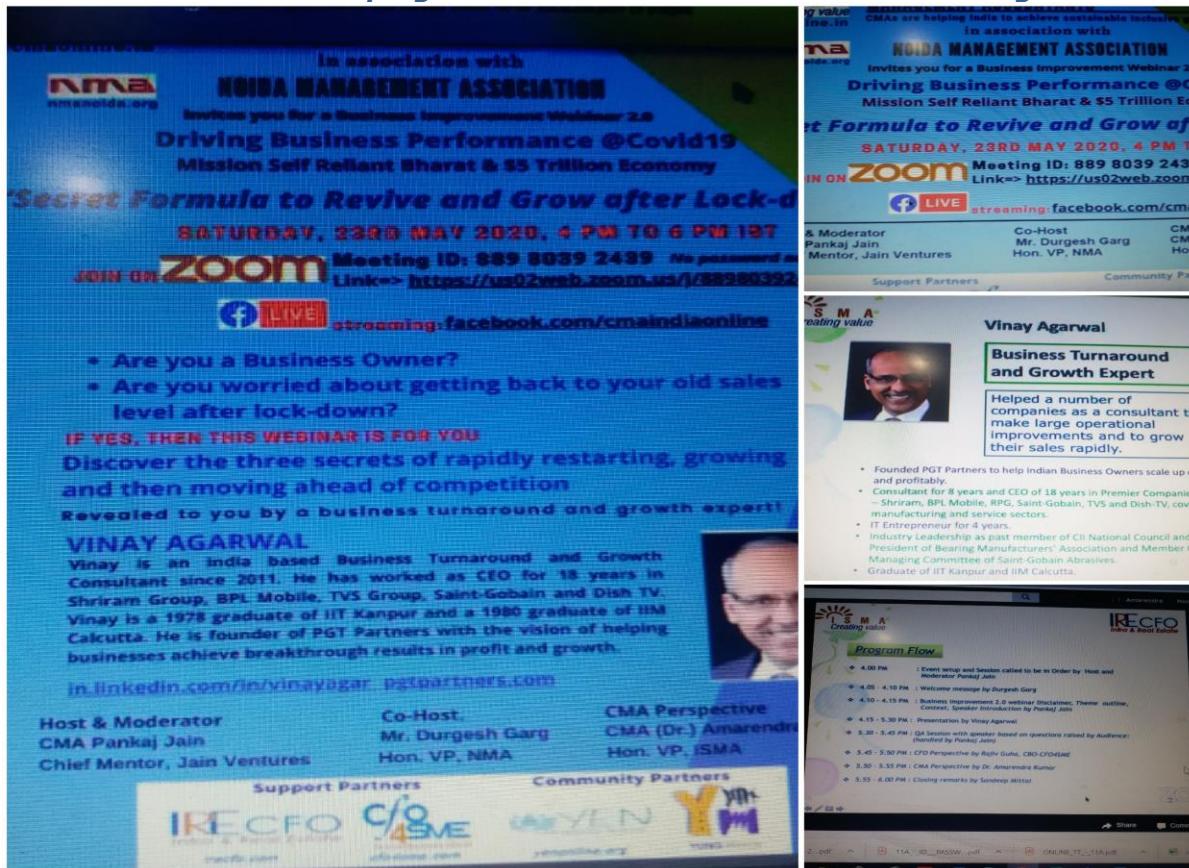
Indian Society of Management Accountants ( ISMA ) organized an Business Improvement Webinar on the topic “Driving Business Performance @Covid 19 ” on 23rd May 2020 in association with Noida Management Association. Mr Vinay Agarwal , Alumnus of IIT Kanpur and IIM Kolkata & Managing Partner of PGT Partners was the Speaker of webinar , addressed the topic . The webinar was focused on revealing secret formula to revive and grow after lockdown. Addressing the topic Mr Agarwal advised the business to discover on three secrets i.e rapidly restarting , growing and then moving ahead of competition . He also emphasized on cash rotation definition by the equation of cash velocity as a part of the measure of cash flow, and explained the audience as how long it takes for actual cash to be turned over from one transaction to another.

The two hours session was well attended by almost 50 participants from different parts of the country also some of them was also seen from the Gulf Countries. The program was supported by IRECFO , CFO4SME along with community partners Young Entrepreneurs Network ( YEN ) and Young Minds.

The very presence of the President of ISMA CMA Pankaj Jain with his opening remark and welcome address by hon. Vice President of Noida Management Association Mr Durgesh Garg thereafter end of the speaker talk keeping the view from CFO perspective by CBO of CFO4SME CMA Rajiv Guha in today's program was a reflection of importance of this webinar. Lastly Expressing the view from CMA Perspective on the theme of webinar by Honorable Vice President of ISMA Dr ( CMA ) Amarendra Kumar highlighted that it is time for the management accounting profession to accept the role of change agent for revival of the business. Lastly the webinar event was concluded by Secretary of Noida Management Association Mr Sandeep Mittal with his closing remarks and vote of thanks.

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**Indian Society of Management Accountants (ISMA)** is dedicated to promoting best practices in area of cost & management accounting. ISMA represents open forum of professionals working in area of Cost & Management accounting who integrate accounting expertise with advanced management skills to achieve business success.

Knowledge has no limits learning has no end. Inspired with this guiding principle ISMA has been organizing workshop, seminars and webinar in regular interval. Global CFO Web Conclave . Achieving Breakthroughs in Profits and Cash Flows , Demonetization - Its Impacts on Business and Way Forward , Financial Analysis and Decision Making for Entrepreneurs , Driving Business Performance During Covid19 Recovery and Discussion on Indian Budgets were few successful events organized by ISMA in past. During these events a meaningful interaction among Finance Professional Fraternity, industry leaders and academician has been initiated by ISMA with an aim to promote management Accounting profession.

In near future ISMA is planning to organize many more Webinars in area of Leadership, Management Accounting Topics and other Cross Functional areas.

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